

Social Media Campaign Proposal

1. Campaign Overview

Client: [Client Name]

Date: [Proposal Date]

Prepared by: [Your Name/Agency]

[Brief summary of the campaign, its purpose, and expected impact.]

2. Objectives

- [Objective 1 e.g., Increase brand awareness by 30% within 3 months]
- [Objective 2 e.g., Generate 500 new leads]
- [Objective 3 e.g., Boost engagement rate by 20%]

3. Target Audience

[Describe target demographics, interests, geographic locations, and pain points.]

4. Campaign Strategy

- [Platform 1 e.g., Instagram: Influencer partnerships & Stories]
- [Platform 2 e.g., Twitter: Hashtag campaigns & polls]
- [Platform 3 e.g., Facebook: Sponsored posts & groups]

[Outline content types, posting frequency, and overall tone.]

5. Content Plan

Content Type	Description	Platforms	Posting Frequency
[e.g., Image Posts]	[Short description]	[Instagram, Facebook]	[3x/week]
[e.g., Stories]	[Short description]	[Instagram]	[Daily]
[e.g., Videos]	[Short description]	[Facebook, Twitter]	[1x/week]

6. Timeline

- [Phase 1: Planning & research - Dates]
- [Phase 2: Content creation - Dates]
- [Phase 3: Campaign launch - Dates]
- [Phase 4: Monitoring & optimization - Dates]

7. Budget

[Estimated costs for content creation, ads, tools, influencer fees, etc.]

Item	Cost
[Content Creation]	[\$XXXX]
[Ad Spend]	[\$XXXX]

[Influencer Fees]

[\$XXXX]

8. Success Metrics & Reporting

- [Engagement Rate]
- [Reach & Impressions]
- [Leads Generated]
- [Conversion Rate]

[Describe frequency and format of progress reports.]

9. Next Steps

- Client feedback/approval
- Finalize content & schedule
- Sign agreement
- Kickoff meeting